

## CarProperty.com Email Newsletter

### Advertising Rate Card:

*Growing Subscriber Base with over 1 million emails sent per month to our entire subscription base.*

To buy one of these e-Newsletter advertising packages call 1-888-320-4272 or go here:

[www.CarProperty.com/services.php](http://www.CarProperty.com/services.php)



The banner types that can be used in the email newsletter are:

#### Image Banners Only

Image banners are either .jpg or .gif file types. The .gif files can be animated GIF's

This is a subscription based eNewsletter that is sent out one or more times per week depending on a variety of factors including editorial and advertising content that is generated by CarProperty.com or for advertising clients of CarProperty.com

#### Statistics:

Total Send Rate Per Email Blast:	Varies
Minimum Total Send Rate per Month:	1,000,000
Maximum Total Send Rate per Month:	2,000,000
Average Read Rates and Click Through Rates:	5% and 20% respectively

#### Content:

The content of our eNewsletters are a combination of topics, advertisements and company marketing messages encouraging the reader to engage with the content by clicking through to get more details, visit our banner advertisers websites or landing pages and to read stories posted on CarProperty.com in the News and Articles pages.

Recent samples of "CarProperty.com News & Garages":

[Vol 8 Issue 16](#)

### 300x250 Medium Rectangle Banner Size -- All AD Spots in the Newsletter for this size Banner

Price / Month	# of Months	Total Price	Min. # of Blasts Sent	CPM (Price / Thousand)	Price per Email Sent
\$ 300.00	1	\$ 300.00	1,000,000	\$ 0.30000000	\$ 0.00030000
\$ 285.00	2	\$ 570.00	2,000,000	\$ 0.28500000	\$ 0.00028500
\$ 280.00	3	\$ 840.00	3,000,000	\$ 0.28000000	\$ 0.00028000
\$ 250.00	6	\$ 1,500.00	6,000,000	\$ 0.25000000	\$ 0.00025000
\$ 225.00	12	\$ 2,700.00	12,000,000	\$ 0.22500000	\$ 0.00022500
\$ 215.00	18	\$ 3,870.00	18,000,000	\$ 0.21500000	\$ 0.00021500

#### To Buy Newsletter Banner:

1. [Log into your profile](#)
2. My Services
3. Click on Purchase My Services
4. Select the banner ad size and

### 200x200 Medium Rectangle Banner Size -- All AD Spots in the Newsletter for this size Banner

Price / Month	# of Months	Total Price	Min. # of Blasts Sent	CPM (Price / Thousand)	Price per Email Sent
\$ 200.00	1	\$ 200.00	1,000,000	\$ 0.20000000	\$ 0.00020000
\$ 190.00	2	\$ 380.00	2,000,000	\$ 0.19000000	\$ 0.00019000
\$ 180.00	3	\$ 540.00	3,000,000	\$ 0.18000000	\$ 0.00018000
\$ 175.00	6	\$ 1,050.00	6,000,000	\$ 0.17500000	\$ 0.00017500
\$ 160.00	12	\$ 1,920.00	12,000,000	\$ 0.16000000	\$ 0.00016000
\$ 150.00	18	\$ 2,700.00	18,000,000	\$ 0.15000000	\$ 0.00015000

#### To Buy Newsletter Banner:

1. [Log into your profile](#)
2. My Services
3. Click on Purchase My Services
4. Select the banner ad size and

### Category Ads in our Email Newsletter

**Purchased as an "Extra AD Option" to Category Ads you've already placed on the main site.**

Price / Month	# of Months	Total Price	Min. # of Newsletters Sent	CPM (Price per Thousand)	Price per Email Sent
\$ 149.00	1	\$ 149.00	1,000,000	\$ 0.14900000	\$ 0.00014900
\$ 149.00	2	\$ 298.00	2,000,000	\$ 0.14900000	\$ 0.00014900
\$ 149.00	3	\$ 447.00	3,000,000	\$ 0.14900000	\$ 0.00014900
\$ 149.00	4	\$ 596.00	4,000,000	\$ 0.14900000	\$ 0.00014900
\$ 149.00	5	\$ 745.00	5,000,000	\$ 0.14900000	\$ 0.00014900
\$ 149.00	6	\$ 894.00	6,000,000	\$ 0.14900000	\$ 0.00014900

#### To add Extra Options:

1. [Log into your profile](#)
2. Put mouse over Tab: Category ADs
3. Click on add Extra Options
4. Select the option you want to add to your category ad.